

Name: \_\_\_\_\_ Period: \_\_\_\_\_ Due Date: \_\_\_\_\_

**Sports Marketing                      Promotion Unit Project                      Radio Script**

In the area provided, plan out a 15, 30 or 60 second radio commercial as part of your promotion plan. Identify the character speaking, script his/her part and include other elements such as sound effects, ambient noise and music. Most commercials will include some information from an announcer, script this information as well. You may use more than one page if necessary.

Promotion Theme: \_\_\_\_\_ Commercial Title: \_\_\_\_\_

Role/Character	Script * Music * Sound Effects * Ambient Noise * Other: